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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**SUPPLEMENTAL
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Sheet

1

of 3

Complete if Known

Reissue Application Number	09/577,798
Reissue Filing Date	May 24, 2000
First Named Inventor	Dwight Allen MERRIMAN
Group Art Unit	2166
Examiner Name	Harle, J.
Attorney Docket Number	11032/2144

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		"ONLINE MARKETING..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585
		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586
		"Seeing A Gap..."; Ellis Booker; http://www.internetwork.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587
		"readme. 1st..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590
		"MEDIA DAILY SPECIAL..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601
		"Working the Web..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604
		"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607
		"Unraveling a tangled Web..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610
		"Web Site Links..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613
		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615

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	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619
	"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621
	"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623
	"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625
	"FOCALINK"; DC004278A
	"FocalLink Services"; FocalLink Media Services, Inc.; DC004278B-DC004278C
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX
	"Link Marketing"; handwritten page; MA0001
	"Link Marketing"; LinkMarket; MA0002-MA0007
	"LinkMarket"; David Zinman et al.; MA0008-MA0027
	"Link Marketing, LLP"; MA0028-MA0029
	"Link Marketing LLP"; MA0030-MA0038
	"Escapes"; Web page; MA0039-MA0040
	"Industry Overview"; FocalLink Media Services, Inc.; MA0041-MA0053
	"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109

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"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149

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U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code ² (if known)		
		5,027,400		Baji et al.	06-25-1991
		5,283,731		Lalonde et al.	02-01-1994
		5,448,625		Lederman	09-05-1995
		5,568,612		Barrett et al.	10-22-1996
		5,724,521		Dedrick	03-03-1998
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		5,815,148		Tanaka	09-29-1998
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		5,950,173		Perkowski	09-07-1999
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		6,005,566		Jones et al.	12-21-1999
		6,005,567		Nielsen	12-21-1999
		6,006,252		Wolfe	12-21-1999
		6,020,887		Loring et al.	02-01-2000

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Examiner Initials*	Cite No. ¹	Foreign Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	
		Office ³	Number ⁴	Kind Code ⁵ (if known)		
		EP	0 355 697	A3	Baji et al.	02-28-1990
		EP	0 355 697	B1	Baji et al.	02-28-1990
		WO (EP)	84/01382 (0 120 054)	A4	Weishaupt et al.	10-03-1984
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		WO (EP)	95/16971 (0 734 556)	A4	Gifford	06-22-1995
		WO (EP)	96/31848 (0 829 058)	A3	Burdon et al.	10-10-1996
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		WO	97/41673	A2	Gerace	11-06-1997
		WO	97/41673	A3	Gerace	11-06-1997

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		Cashing in: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.
		Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.
		Internet access: Internet marketing revolution..., EDGE Work-Group Computing Report, v7, n316, p2(1), 6/3/1996.
		"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.
		"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.
		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.
		Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.
		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.

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